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FOR IMMEDIATE RELEASE

January 14, 2014

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Farm Fresh Celebrates 30th Anniversary with Cover Art Contest

LAKEWOOD, Colo. – For 30 years the *Colorado Farm Fresh Directory* has been the “go-to” guide that connects consumers with local producers and agritourism activities. Published by the Colorado Department of Agriculture, *Farm Fresh* promotes Colorado farmers’ markets, roadside stands, u-picks, Community Supported Agriculture (CSA) producers, agritourism activities and farms and ranches that sell direct to the public.

To celebrate its 30th anniversary, Farm Fresh is seeking entries for a cover art contest. The winning artwork will be used on the cover of the 2014 *Colorado Farm Fresh Directory*. Amateur and professional artists are encouraged to submit original artwork for the contest. Entries must relate to Colorado agriculture in some way. Artwork may be created in any medium, but entries must be submitted as digital files.

“Year after year people look forward to this popular publication,” said Wendy White, marketing specialist at the Colorado Department of Agriculture. “We hope the cover art contest gets people even more excited about this year’s *Farm Fresh*.”

In addition to the contest, listings are currently being accepted for the 2014 edition of the directory. More than 100,000 copies of the publication will be distributed in June to consumers through libraries, extension offices, farmers' markets, welcome centers, chambers of commerce and other businesses. In addition, for the first time Farm Fresh will launch a mobile app. The 2014 *Farm Fresh* will also be available on the Colorado Department of Agriculture's website, www.coloradoagriculture.com.

The fee to be included in the directory is \$25, but there is no cost to enter the cover art contest. The deadline for the contest and for listing information is March 14, 2014. For contest information or to request a listing form, contact [Loretta Lopez](#) at (303) 239-4115 or visit www.coloradoagriculture.com.

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